

MARCH, 1908

SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

No man connected with New Business department of a central station can afford to miss



COMMERCIAL DAY

THURSDAY, MAY 21

National Electric Light Association
Convention. *Chicago, May 19 to 22.*

The combined knowledge of all the most successful commercial men in the industry will be brought together in the papers which will make up this program. The problems of the smaller companies will be considered equally with those serving large territory. The problems of the solicitor will be given their due proportion of consideration with those of the head of the commercial department. Facts and figures will be given; causes and results studied; principles analyzed and practice criticized. The best brains of the industry will be centred on the great central station problems of today—how to get and hold profitable business; how to weed out and avoid unprofitable business. Do you know of any better way of investing a few days and a few dollars than in attending such a meeting?



☐ Do you want to get hold of a line of portable lamps that will really sell? That will be within the reach of your customers?

☐ We call your attention to the lamp illustrated above. A number of Central Stations are selling this portable for \$10. There's a small profit for you even at that price. The lamp, however, will sell readily for \$12 or \$14.

☐ You want our catalogue. It will show you a wide assortment of handsome art portables that your customers can afford to buy. Our lamps and our prices will interest you. :: ::

**The
Goodwin & Kintz
Company**
WINSTED, CONN. Station 1

Prejudice or Ignorance

These are the only excuses any central station man can give for not adopting

American "Steel Clad" Irons

for his 1908 Heating Campaign. The "Steel Clad" is practically perfect. It heats evenly and quickly; it will stand an unreasonable amount of abuse; it will not burn out except under malicious ill-treatment, and when burn-outs occur it is but the work of a minute to replace the heating element. These are not claims, but facts. Can you afford to disregard them?

Your 1908 Campaign

is an assumed success if you use an iron that satisfies (that's the "Steel Clad") and plan your campaign carefully. Let us help. We are the oldest exclusive manufacturers of Electric Heating Appliances. We offer you the benefit of our years of experience.

Two minutes time and a two-cent stamp is all it costs you to learn all we know.

Write To-day

**American Electrical
Heater Company**
Detroit, Michigan

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A New Holophane Street Lighting Reflector

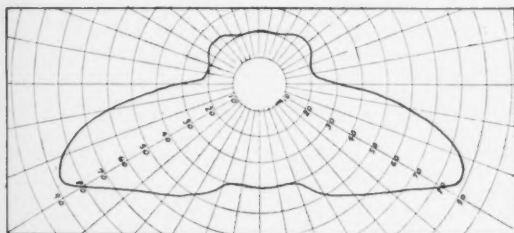
THE Holophane Company announces a new Street Lighting Reflector for incandescent lamps which is without doubt one of the most remarkable developments of the Holophane System yet offered.

This reflector (here illustrated) is designed with a series of exterior vertical reflecting prisms on the side which faces the sidewalk and an interior set of carefully calculated diffusing prisms on the side facing the street. This combination gives an irregular distribution of light in the horizontal plane as shown in Fig. 1.

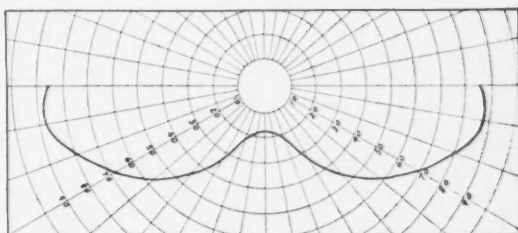
When the reflector is properly placed at about the curb line, it throws the light with great intensity up and down the street and more moderately across the street, and when "staggered" at proper



New Holophane Street Lighting Reflector No. 243



[Fig. 1]



[Fig. 2]

distances along the curb, gives practically uniform distribution of light on both roadway and sidewalk.

The vertical distribution is equally satisfactory, a unit consisting of this reflector with 40 cp. Gem lamp, giving about 20 candles directly beneath the light while the intensity at 10 degrees below horizontal is over 80 cp. (see Fig. 2)

Other practical advantages are:

It is not easily broken and so serves to protect the lamp.

It gives practically double the useful illumination of the bare lamps.

It is not materially affected by dust, all prisms being vertical.

With modern high efficiency lamps it enables the Electric Lighting Company to compete with small gas lamps on practically equal price basis.

It can be installed inside opal, frosted or other globes where decorative effects are desired.

Let us tell you more about it

HOLOPHANE COMPANY

SALES DEPT. 227-229 Fulton Street, New York City

Boston

Philadelphia

Chicago

San Francisco

In writing to advertisers, mention "Selling Electricity."

AIM AT THIS MARK



The aim of every live man is money—and then, more money. The man who hits the 50-dollars-a-week mark may not be twice as good as the 25-dollar man, but he's twice as valuable to his employer. That's why he gets twice as much for his work.

The only sure way to increase your earning power is to increase your value. And increased value is represented by ideas, and paid for in dollars.

Have you all the ideas you need? Are you being paid for them? Can't you make use of a few more good ones?

SELLING ELECTRICITY contains the best ideas of the most successful business-getters in the central station field. SELLING ELECTRICITY not only has the ideas but it tells how these ideas worked out—how they were put into successful practice.

Ideas + experience = greater earning power.

Yours for One Dollar per year.

SELLING ELECTRICITY

FRANK B. RAE, Jr., Publisher

Address

SUBSCRIPTION DEPARTMENT

74 Cortlandt Street

New York

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY

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Stations and Electrical Men Generally

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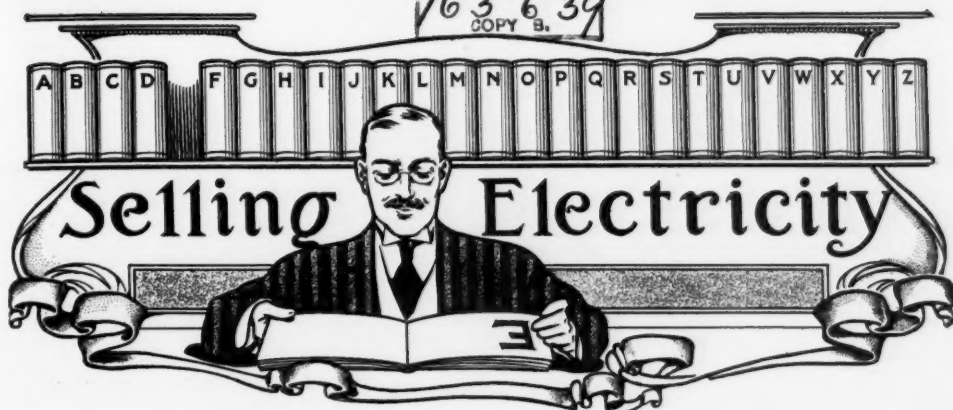
MR. HENRY L. DOHERTY

Who Will Preside Over the Commercial Session, Friday, May 22
N. E. L. A. Convention, Chicago, May 19-22

Two Copies Received

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Volume 3

MARCH, 1908

No. 2

The N. E. L. A. Commercial Program

What the Business Getters Will Do at the Convention in Chicago
Features of Unusual Interest and Value

CHAIRMAN C. W. LEE of the Committee on Commercial Program, N. E. L. A., announces that the main topics upon which papers will be prepared have been determined and that the men have been selected to present them. The program is one of unusual excellence. It will be opened by Mr. Louis Ferguson of the Edison Com-

monwealth Company, Chicago, who will speak on "The Relation Between the Commercial and the Engineering Branches of the Central Station Business"—a subject of most vital interest to all and one which Mr. Ferguson is particularly well equipped to discuss authoritatively.

Other features will be:—

- (2) PREPARATION FOR A CAMPAIGN:
 - (a) Field work and other essentials,
 - (b) Analysis of customers' accounts,
 - (c) Proportion of lamp equivalent lost to lamps connected, showing percentage in cities of various populations,
 - (d) Policy of handling complaints,
 - (e) Policy of handling collections.
- (3) THE CONTRACT AGENT AND THE REPRESENTATIVE:
 - (a) The Contract Agent: his possibilities,
 - (b) The District Representative: his possibilities,
 - (c) The Special Representative:
 1. The Sign Expert,
 2. The Power Expert,
 3. The Woman Representative.
 - (d) Solicitors' Meetings and their objects.
- (4) THE DISPLAY ROOM:
 - (a) Appointments and Methods,
 - (b) Value of Special Demonstrations,
 - (c) Value of Electrical and Food Show Exhibits.

- (5) ADVERTISING:
 - (a) What is being done,
 - (b) Why,
 - (c) Results.
- (6) PUBLICITY:
 - (a) Methods to create proper public sentiment,
 - (b) Dormant publicity opportunities of lighting companies.
- (7) CREATING DEMANDS FOR ELECTRICITY:
 - (a) The creative principle,
 - (b) Notable examples,
 - (c) Stereopticon talk upon outline and sign lighting, showing progress in large and small cities.
- (8) EVOLUTION OF NEW BUSINESS BUILDING:
 - (a) Examples of central stations that have continued methods during depression,
 - (b) Opportunities for developing business along existing lines.
- (9) THE ELECTRICAL CONTRACTOR:
 - (a) What he is doing to assist in creating greater demands for electricity,
 - (b) Specific examples.
- (10) CO-OPERATIVE COMMERCIALISM:

By J. Robert Crouse, Secretary Co-operative Electrical Development Association.
- (11) ILLUMINATING ENGINEERING AS A COMMERCIAL FACTOR, illustrated:

By V. R. Lansingh, Secretary Illuminating Engineering Society.
- (12) REPORT OF COMMITTEE ON SOLICITORS' HAND-BOOK:

Award of prizes offered by the Co-operative Electrical Development Association.

The above program indicates but faintly the plans of the Committee and the scope of the papers. As has been announced, the various papers will be prepared under the direction of Editors, each of whom will have the co-operation and assistance of a number of men prominent and successful in the particular branch covered. These papers will be accepted as setting forth the ripest experience and the best practice in business getting methods; they will contain not the experience of one man, but of many; they will explain the underlying principles of success.

The Commercial Program will be presented on Thursday, May 22, and will occupy two whole sessions. Interest will be added by the introduction of stereopticon talks which will form a large part of the 7th and 11th numbers on the program and probably others. By this means it

is aimed to present, not alone the facts and figures, but to show graphically by the evidence of the camera, the means used to promote new business and the actual results of these means when applied.

The Friday Session.

An altogether unique feature and one from which the Committee expects great results will be the Friday Morning Session presided over by Mr. Henry L. Doherty. This meeting will not be conducted according to any regular program but will be more in the nature of an informal "get together" session, at which prominent men outside of the electrical trade as well as those in it will participate.

The fact that Mr. Doherty presides is sufficient assurance that the session will be a lively one. It will bring out, as no other meeting could, the enthusiasm and aggressiveness of the commercial men in

the central station field. It will also show to the trade that many of the commercial problems which we have so fondly and narrow-mindedly considered to belong exclusively to our own industry, are, as a matter of fact, duplicated in nearly every other line of business.

Get Ready Now.

Every commercial man in the central station field should begin **now** to plan for attending this Convention. The benefits to be gained from close personal contact with the leaders of the new business movement, the impromptu discussion, the friendly encouragement of co-workers, the interchange of ideas and experience—these have a dollars-and-cents value to the individual which far outweighs the expense

or trouble of attending the meetings.

Every company should have at least one commercial representative present. In no other way can a company spend a few dollars more profitably than in educating its men to the highest point of efficiency, and the educational value of the Convention is incalculable. A single selling plan, a single idea, may mean thousands of dollars of income in the next year. The best, most successful business getters in the country will be there. Their best plans, most effective and successful money-making schemes will be presented, discussed, analyzed. The only cost will be your membership, carfare and expense.

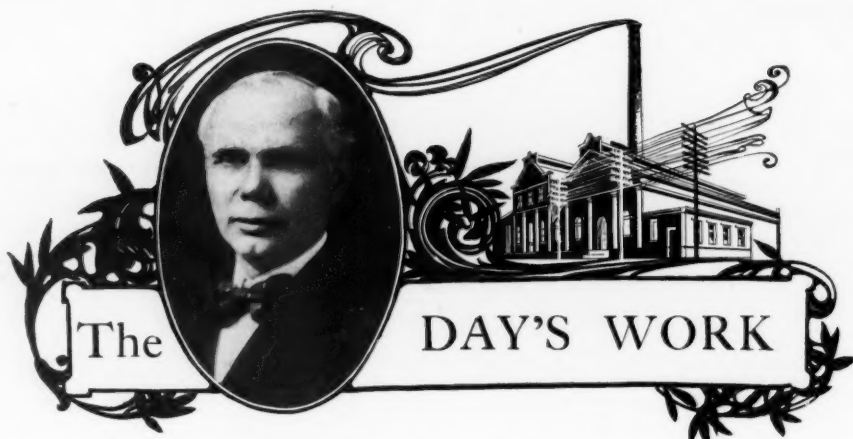
Get ready now!

ELECTRICAL SHOW AT CHICAGO DEPARTMENT STORE

Realizing the great popular interest taken in the Annual Electrical Show held at the Coliseum, Chicago, the department store firm of Siegel, Cooper & Company undertook the installation, on the third floor of their store, of quite a fair-sized Electrical Exposition of their own, which ran most successfully for two weeks between February 8th and 22d.

Says "Electric City": "The estimates of the keen interest which electrical cooking and heating utensils and other appliances of electrical conveniences has for the modern housewife were not exaggerated, as proved by the great crowds which every day visited this miniature electrical exposition. It was a firstclass idea as an advertisement to attract large numbers of people to the big store, but aside from that value, the actual amount of electrical goods sold during the two weeks was very encouraging."

It is understood that the move will be repeated next year.



Informal Talks on the Big "Little Things" that Daily Perplex the Central Station Manager

Light Load Meter Accuracy

An Explanation and A Suggestion

BY PAUL LUPKE

ASSISTANT GENERAL SUPERINTENDENT, PUBLIC SERVICE CORPORATION
TRENTON, NEW JERSEY

THE difficulty of keeping even a reasonable percentage of the meters in service recording within the limit of 5 per cent below the normal, while operating under light load, has been a continual source of worryment to those in charge of the meter departments of all electricity supply companies.

It must be frankly admitted that, especially since 1906, the manufacturers have succeeded in giving us a meter that will retain its light load accuracy over a considerably longer period than heretofore. In fact, the manufacturers make the bold claim that, instead of being censured for advancing the price of their improved product, they should be entitled to a sincere vote of thanks. Their stock argument is that if they could but share to some slight de-

gree in the increased revenue which must naturally accrue on account of the greater accuracy of the meters now furnished, they would be amply rewarded for all their trouble.

In flat contradiction of this we have the statement of those most qualified to speak in the matter that, in spite of a very careful analysis of the complete records of most highly developed meter departments, they have been unable to discover this well deserved increase. As far as I am aware, no plausible explanation of these seemingly irreconcilable statements, made evidently on the best authorities available, has so far been offered. This is no doubt due, to some extent, to the narrowing of our views forced upon us by the necessity of modern specialization. The meter expert's ideal

is the production of a meter that will permanently and under all conditions, record a kilowatt-hour for every kilowatt-hour delivered. That is the limit of his horizon. The head of the meter department tests and tests and then turns and twists and juggles his figures in a desperate endeavor to show the improved net revenue that should be there but is not. He stops short of drawing the proper conclusion.

Let us assume a specific case. Suppose a consumer has been running along for six months on a meter 40 per cent slow on light load, then a correct meter is substituted. It is fair to assume, and, I believe, thus far we all thoroughly agree that an impairment of 40 per cent in light load accuracy has an appreciable effect on the consumer's bill. When the customer receives his first bill, rendered according to the correct meter, and consequently high, as compared with his previous bills, it will be his immediate care to see to it that his next bill is brought back to the level of those rendered previously in conformity with the registration of the meter 40 per cent slow on light load. The inevitable result is, in nine cases out of ten, that the *light load* will be materially reduced, or even cut out altogether, so that the meter accurate on light load will have very little opportunity of demonstrating its much praised virtue.

Light load is largely off-peak load; if it were not, there would be no peak.

Assume the company's rate to be 10 cents per kilowatt-hour. While the customer had the slow meter

and his bill was, say \$10.00, he might have actually been furnished 125 kilowatt-hours at an average rate of 8 cents. Again, with the accurate meter installed, and his bill brought back to the same amount, he has been furnished but 100 kilowatt-hours at 10 cents. The additional 25 kilowatt-hours furnished in the first case, representing largely off-peak load, certainly yield a very reasonable profit at the reduced rate, yet, if the matter ended there, the company would still be ahead with the correct meter though certainly in its *net earnings*, not nearly the amount commonly supposed. But, by substituting the correct meter we have instilled in the customer's mind the idea that he must be extremely careful in the use of electric light to keep his bill within what he thinks reasonable limits. You will find him using some other illuminant whenever, in his opinion, the *length of time* he intends to use light makes worth while the trouble the use of the substitute requires, and it takes but a very trifling further reduction in his current consumption to absolutely wipe out or even overbalance the net gain due to the correct meter. That is just what really happens *on the average*, and for that reason those extremely careful companies have failed, as they themselves acknowledge, to show the results they anticipated as a reward of their diligence.

This is not a plea for inaccurate meters and general slipshod methods; it is simply an explanation. A disguised blessing and a very unprincipled one at that, is of doubtful

advantage and extremely dangerous, but, having established our case, why should we stop short of the lesson it teaches.

Suppose that there was a meter available, not indeed a "Kilowatt-hour meter," but, let us call it an "automatic discount meter," so proportioned that it recorded a kilowatt-hour for each kilowatt-hour passed at its normal rated load, i. e., with its accuracy at 100 per cent at that point, and gradually increasing its registration until it reached 150 per cent of accuracy at 150 per cent of its normal load and above, and gradually decreasing its registration until it reached 50 per cent of accuracy at 50 per cent of its normal load and less.

Then, if for every such meter put out, a monthly guarantee was required representing a certain predetermined number of hours daily

use of its normal rated load at the fixed rate per kilowatt-hour, could not that kind of a meter be made to take the place of every rate system, in use or suggested, that has for its object the favoring of the long-hour consumer as he deserves to be favored and can be favored to the profit of the company?

Certainly you could not bill the registration of such a meter as "kilowatt-hours"; you would have to call it "units" or "discount units," yet, would not a meter constructed on the principle described combine all the advantages of the various differential rate schemes, maximum demand systems, overload interrupter arrangements, etc., and eliminate practically all their disadvantages?

The subject is rather large and admits of many arguments pro and con but I do believe that it merits serious consideration.

A LEAP-YEAR COMPLAINT

The following pathetic letter was received by a local Central Station man. Judging from the postscript, the case seems not to be hopeless.

Chicago, February 27, 1908.

Dear Sir: By reason of the inefficiency of service on the part of your company, I was put to a great deal of annoyance, embarrassment and chagrin last evening at my home.

I was entertaining a young man, when, in the midst of what might have proven a highly interesting conversation, the lights suddenly went out. Whereupon the young man, who had just approached a very delicate subject, became disconcerted, and when, a few moments later, the lights suddenly blazed, forgot what he had commenced to say and turned the conversation upon such edifying subjects as the President's message, the present financial condition, and kindred topics, and then departed.

Now, the question arises in my mind as to what extent you are liable, and to whom I am to look for redress?

Had this catastrophe—for surely it was nothing less—been deferred but a few moments there would have been no occasion to write a letter of this nature.

Very truly yours, (Signed) A SUBSCRIBER

P. S. I am willing to drop the matter, if some arrangement can be made whereby a similar "accident" to the lights can be made to occur on stated occasions—due notice having been given you in advance.

—Electric City.

Follow-Up System For Handling Solicitors

An Easy Method of Keeping in Touch With All Prospective Customers

BY RICHARD E. BROWN

THE demand for a system of "following up" prospects and checking the work of solicitors, a system that would be both simple and efficient, has been particularly great among the smaller electric lighting companies recently.

The follow-up plan here outlined was originated to meet aggressive competitive conditions. It has been put into operation in the commercial departments of several central stations by the writer with uniformly satisfactory results.

The primary idea of the plan is to keep in such close touch with the prospect and to have such perfect control over the work of the solicitor that no prospective customer can be even momentarily lost sight of until either the contract is signed or the proposition absolutely and finally turned down.

In general the electric light solicitor comes in contact with three classes of prospects: those interested in store and office lighting, those interested in residence lighting, and prospective users of electric service for power. The problem presented is to have reports turned in and records made out in such a manner as to give full data covering each prospect and at the same time keep each class arranged so that a live mail-

ing list for advertising matter to each class is obtainable without difficulty. To do this effectively but three forms are necessary—the solicitors' daily report, the follow-up card and the lead memorandum.

The daily report (form 1) logically divides itself under the heading of "Contracts Signed" and "Unsuccessful Calls." In the first division is given a statement of the business secured, including customer's name, address and business; an analysis of the installation and an estimate of probable revenue to be derived during the life of the contract.

In the second division, the solicitor shows a record of business not closed, giving name, address and class of business prospect is engaged in, and a detailed explanation of the reason the deal was not closed. He also sets a date upon which he

SOLICITOR'S DAILY REPORT												
CONTRACTS NUMBER	LOCATION	NUMBER	22 P.	23 P.	24 P.	25 P.	26 P.	27 P.	28 P.	29 P.	30 P.	31 P.
NUMBER OF REPAIRMENTS AND WORKS IN PROGRESS												
CONTRACTS NUMBER	LOCATION	NUMBER	SPEC REPAIRS WHY COULD NOT CLOSE									DATE
TEST CASES, NEW			SIGNATURE									DATE
TEST CASES, OLD												
TEST CONTRACTS												

Form of Solicitors' Daily Report

thinks the business can be followed up to advantage.

The summary at the bottom is then filled in, the report signed by the solicitor and handed to the follow-up clerk. The totals are filled in by the department manager and entered by a clerk on the monthly statement of business secured by the department.

The follow-up clerk takes up such matters with the department manager as need his attention and then enters on follow-up card (form 2) all data from solicitors' daily report.

These follow-up cards are filled in numerical order under street addresses and can be readily referred to.

Each card gives name, address and business of prospect; data as to credit and wiring conditions, name and address of owner of building and a detailed analysis of probable business.

Under the heading "Solicited" is entered the date of the salesman's call and under the heading "Solicited by" the name of the salesman making the call. This is used so that should a salesman's territory be changed for any reason the new man can be supplied with all data on previous calls by referring from the card to the agent's original report.

Under the headings "Letters" and "Written by" is given dates of letters and name of writer or writers.

On the right hand side of the card is shown the estimated revenue which the company would derive from the prospect, should he become a customer, the credit rating and the

section of the city or district in which he is located.

On the top line of the card appears the numbers from one to thirty-one inclusive, indicating days of the month. The follow-up pointer, or clips, is placed over the date upon which a follow-up call is to be made or special letter written and the matter then comes up automatically when needed.

In this connection three different kinds of index clips are used. For business and store lighting, a black spear; for residence lighting, a white spear, and for power a curled disk. These clips are placed on the follow-up date as before mentioned and on the day before the follow-up call is due, the clerk simply goes over the file, takes out all cards marked for the ensuing day, makes out lead slips in duplicate (form 3) and returns card to file with disk placed on side of card to indicate that matter is out for attention.

For illustration, the curled disk would indicate a call for power to



be made on the 14th of the month; the white spear, if used, a call for

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residence lighting on the 17th, or the black spear would indicate that the solicitor should call on a store or office prospect.

In making out solicitor's lead slip (form 3) the clerk gives name and address of prospect; party to see

.....1907
Mr.
Solicitor
Call on
Address
See Mr.
Regarding
.....
REPORT
.....
.....
Solicitor

and subject in reference to which call is to be made. This lead slip is made in duplicate, the original going to the solicitor and the duplicate being kept in an envelope or pouch bearing the solicitor's name which is held by the follow-up clerk.

Every forty-eight hours the clerk goes over the solicitor's pouch and all calls not reported on are taken up with the manager who exacts an explanation as to the reason for the delay in following up the business. When the solicitor reports, he returns the lead memorandum with daily report and clerk destroys both copies of lead memorandum after

checking daily report on follow-up cards.

The prospect card list, as above outlined, is also used as an advertising list. For example, by taking out all cards with the white spear index, we have a complete mailing list of residence prospects; by removing all cards with black spear, we have a complete store list and by removing all cards with curled disk, we have complete mailing list for power users.

A clerk can then make out a type-written list of each class under the street addresses and by dropping names from this list when contracts are signed or when prospects become dead and adding when new ones are put in the file, there is a complete live mailing list on hand at all times. All filing is done under street addresses in their numerical order.

The expense connected with this system is slight. All that is required is an ordinary four-drawer 4 inches x 6 inches, filing cabinet, the daily report blanks (form 1), the follow-up cards (form 2), the lead slips (form 3) and some ordinary paper folders or pouches to hold the solicitor's reports and duplicate lead slips.

The results obtained by the writer with this system have been most satisfactory and the increase in business secured after its installation has been very marked.

The Neglected Electric Auto

The First of a Series of Articles on the Electric Automobile as an
Off-Peak Power Customer

By FRANK B. RAE, E. E.

THE Electric automobile, which has been in progress of development for some ten or twelve years, has assumed, particularly within the past two or three years, a position in the field of transportation that assures its permanency and, merely as a source of revenue, demands serious consideration by central station managers. Up to this time the attitude of the electric light or power company towards the electric vehicle—excepting possibly in the larger cities—has been largely one of tolerance. To arrange for charging the storage battery at the station, the public found, was a service grudgingly rendered. Where an enterprising agent of the vehicle company established a garage and provided a rheostat and switch for charging, he was furnished, like any other consumer, with a meter and his bills were promptly rendered, but there was no spirit of helpfulness shown, nor was

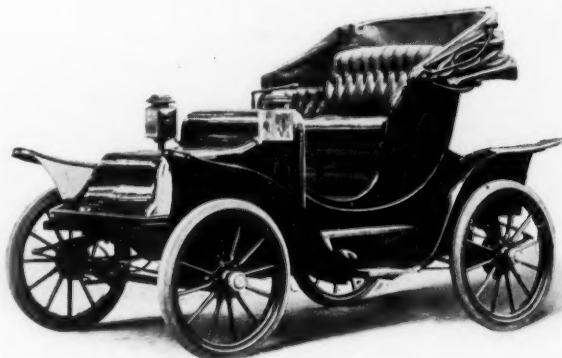


Frank B. Rae, E. E.

any effort made by the station man to foster the use of current for this purpose. Altogether, the attitude of the central station discouraged rather than helped the introduction of electric vehicles.

It will be the effort of the writer in this and other articles, to show the central station manager that by but slight effort he may use the electric

auto to bring the valley and peak lines of his load diagram more nearly together, acquiring both merit and profit thereby, that the electric vehicle, as a source of central station revenue, has been too long overlooked and that it should have his earnest encouragement and influence to aid its introduction to the public and par-

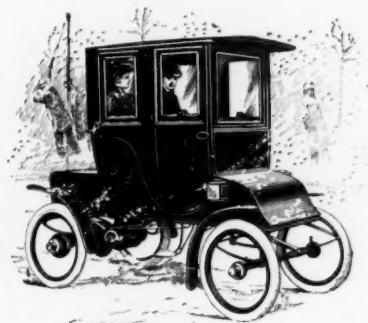


The Rae Electromobile

ticularly should it have assistance by advice as to the proper management of the storage battery.

The class of service is such that provision can readily be made for furnishing current only during the off-peak period; also, a rate can be profitably granted for such off-peak service that will make the owner of an electric automobile appreciate the economy of its operation. Thus will mutual satisfaction further increase the use of these vehicles and thereby increase the central station revenue.

The amount of current that the central station may hope to sell for charging electric automobile batteries depends upon so many conditions, local and otherwise, that any close estimate of revenue to fit every situation is of course impossible. A low estimate for pleasure vehicles



A Pope-Waverly Car

would be from four to five kilowatt hours per day, and for delivery wagons or light trucks, eight to ten kilowatt hours per day, or, say 125 kwh. for the first and 275 kwh. for the latter class of vehicle per month. Each pleasure vehicle may then be assumed to require an average charge of three hours per day or 90 hours per month and from the sta-

tion man's view point may be taken to be equivalent to a $1\frac{3}{4}$ or 2 hp. motor installed on the non-peak hours. This should be decidedly worth while.

The total revenue, then, that may be expected is the possible multiple of this estimated return from a single automobile, which it is up to the central manager to make as great as his earnest efforts can. Every station manager wants to see his peak load as high as the ammeter will read, but to pay dividends and hold his job, he must somehow get the valley of the curve up somewhere near to peak. A single heating device or one lone flat-iron will not make much impression; neither would one electric automobile materially straighten the load line of the station diagram, but even a dozen 500 watt flat-irons will help some and, by the same token, two or three electric vehicles take out a kink that is noticeable.

The station manager should be alive to the fact that the electric vehicle is not only a constant source of increased revenue as its use grows upon the owner but its number may be increased independently. Its fuel is electricity, which presumably he has for sale. Its popularity, when the batteries are properly taken care of, is greater than that of any other type of car. And in this connection the aforesaid manager should realize that every new gasoline car that appears in his town is a menace to future as well as present business and represents a sag in the load line that may take some sleepless nights in future to straighten out.

Selling Motors By Mail

How the Appliance Manufacturer Is Getting Business for the
Central Station

By G. W. HARRIS

THROUGHOUT the world in all the marts of trade, the word "advertiser" has come to be a synonym for "American." For Americans, more than the people of any other nationality and to a far greater extent, have developed the art of advertising—have developed it to the nth degree of effectiveness, until in this day, as the facile poet sings,

Douce man is he whose sense the point imparts

Where advertising ends and glory starts.

And many a successful merchant or manufacturer when asked the secret of his success in business returns the laconic but axiomatic answer: "Advertising." We are all more or less familiar in a general way with the tactics of the manufacturer of staple commodities or of ordinary "novelties." We know how he co-operates with the retailer who handles his products by creating a demand for these products—creating that demand by means of extensive advertising in the newspapers, magazines and periodical publications of every sort which it can be shown reach the kind of people likely to be interested in his wares. This has come to be recognized as the regu-

lar method of procedure for securing a market for manufactured articles of miscellaneous kinds. Practically everything that has to be made, among the thousands of things that are necessary to our complex civilization—from clothes, breakfast food and soap to books, pianos and automobiles—is marketed by this method. The manufacturer "goes after" the great buying public by means of the public prints, and secures customers for the retailer who stocks his goods by this process of "general" advertising.

But electrical appliances are not to be grouped in the class of miscellaneous manufactured articles. Neither are they staple commodities, nor yet ordinary novelties. Electrical appliances which require the use of electrical current to become operative and perform their proper work are in a class by themselves, for this very reason that they are not of independent usage. And for this reason, largely, the makers of electrical appliances have been slow to adopt the general advertising methods of the ordinary manufacturer. They have deemed it a wiser policy, most of them, to limit the advertising of their products to the

EDITOR'S NOTE.—It is a ticklish business to pick out a manufacturer and tell his story. There is a prejudice against a paper—especially a trade paper—giving anybody "free advertising." We acknowledge that we are on dangerous ground, but the subject here treated—the co-operation between the appliance manufacturer doing general advertising in standard magazines and the central station industries—is one deserving our close attention.

In future issues, we will take up other manufacturers who have tried this same experiment and tell what they have accomplished. The work they are doing, they do for the industry as a whole. Every time the word "ELECTRICITY" is printed, it means just that much advertising for everybody in the trade. The case here recorded is particularly important.

class publications which reach the central station men or electric contractors—the people who are in the business of selling electric current or who deal with people who buy current—and they leave it to such men to push the sale of appliances as incidentally helpful toward increasing the business of contracting or the sale of current.

Recently, however, some makers

and more as the years go by will come to adopt the methods of the general advertiser. The purpose of this article is to tell the story of one noteworthy example of the success of that experiment.

The 1900 Washer Company of Binghamton, N. Y., has for eight years sold hand- and water-motor washers by mail. After contemplating for some time the advisability

The Electric Washer Sells Itself and Pays for Itself

YOU can now have your washings done by electricity. The 1900 Electric Washer Outfit does all the washing and wrings the clothes. Any electric light current furnishes the power. You connect up the washer just as you put an electric light globe into its socket. Then—all there is to do to start the washer is—turn on the electricity. The motion of the tub (driven by the electricity) and the water and soap in the tub wash the clothes clean. These washers *sell themselves* to you.



"The Servant Contented"

30 Days' FREE Trial—Freight Prepaid

We will ship you an Electric Washer Outfit and *prepay the freight*. You use the washer a month to see what it will do. Wash your linens and laces—wash your blankets and quilts—wash rugs with the washer.

Then—when the month is up—if you are not convinced the washer is all we say—don't keep it. Tell us you don't want the washer and that will settle the matter. We won't charge anything for the use you have had of it.

If on the other hand, you wish to keep the washer—if you see how it will save more than its own cost in just a short time—then you can send us, each week or each month, *part* of what the washer saves for you.

The 1900 Electric Washer *pays for itself*. In just a short time, the washer is paid for out of what it saves. Then it is yours and keeps right on saving for you. We trust any responsible party.

We take no risk making this offer because we know our Electric Washers will do all we say—will save all we say—and will sell themselves, if given a chance.

You take no risk in accepting our offer because you send no money in advance—nor after the thirty days' trial, unless you keep the washer.

This is the *only* washer outfit that does *all* the drudgery of the washing—*washes and wrings* clothes—saves them from wear and tear, and keeps servants contented. Send for our Washer Book, which tells how our washers are made and how they work.

Don't mortgage your pleasure in life to the dread of wash-day and wash-day troubles with servants.

Get a 1900 Electric Washer and Wringer shoulder your wash-day burden and keep your servants contented.

Write us at once for our Washer Book. Address—

The 1900 Washer Co., Henry St., Binghamton, N. Y.

(If you live in Canada, write to the Canadian 1900 Washer Co., 185 Yonge St., Toronto, Can.)

The Ad. that Interested Almost 1000 Central Station Customers in Motor-Driven Household Utensils

of electrical appliances have thought it worth while at least to try the experiment of entering a broader field with their advertising in order to see what might be accomplished by bringing their goods more directly to the attention of the great buying public. That the experiment has been a success in more cases than one and it is a safe prediction that the appliance manufacturers more

of entering the wider field with advertisements of its Electric Washer and Wringer, it was decided last autumn to put to the test its belief that electrical appliances could be sold by mail also. Their machines had been a feature of many central station display rooms throughout the country, of electrical shows and of practically every pure food show having any electrical exhibit, for the

last several years and a gratifying volume of sales had been achieved by these means. Furthermore, as has been said the managers of this company were old hands at selling by mail on the 30-days' trial plan, and they had sold thousands of hand washing machines through general advertising and mail follow-up in years gone by. As one instance of what could be done by special personal effort in a single town they had sold eighty of their new electrical machines in Scranton, Pa., last autumn. Putting these things together, their faith in the practicability of selling electric washers by mail only looked more reasonable the more they looked at it.

So the decision was made. An appropriation of \$1,200 was voted as a starter to try the scheme in a tentative way in November. Contracts were made with two or three of the standard weeklies for the desired advertising, a space equalling half a page of the regular magazine size (about 27½ square inches) being arranged for.

Then the dull, sickening thud of the money panic.

But these people were not to be scared by calamity howlers. They went ahead with their plans, fulfilled their contracts, and their ads of the Electrical Washer and Wringer on the "30 Days' FREE Trial—Freight Prepaid" appeared in the selected weeklies in November. ,

That was the month, remember, when the frantic money scare reached its craziest height and the consequent business depression sunk to its lowest depth. Remember that

fact and note the results from this effort of one firm which did not lose its head or its confidence. In spite of the business slump and the hoarding of money by cowards and silly fools everywhere, more than 900 direct answers were received to this little advertisement inserted in these weeklies.

And, followed up, those 900 answers led to a healthy volume of sales sufficient to convince any wide-awake business man that the new departure had been abundantly justified. The test was a careful one, plenty of time was allowed, and its outcome was watched with a somewhat eager solicitude. Before the end of January the resultant business secured from this \$1200 worth of advertising to the general public satisfied the 1900 Washer people that the only thing for them to do was to go ahead on a larger scale with the policy which at its start in a panicky time had been an unqualified success—a bigger success, indeed, than they had dared to hope for. So in February they arranged to place a half-page ad in each of eight or ten of the standard magazines for March. At this writing the returns from this advertising are beginning to come in—300 came in days, which is reasonably good—so that they promise to be proportionately larger than were the results of the earlier tentative trial of advertising in the general field.

Now the point of all this for the central station manager is right here: An electric washing machine cannot be operated without electricity, and therefore everyone of them sold means an increased sale of cur-

rent, a regular steady consumption of "juice" by satisfied customers—if these customers are treated right—and more than that, an increased day load.

Does the appliance manufacturer—not especially this one, but any manufacturer of current consuming apparatus—who goes before the general public with his product in this way deserve the co-operation of the central station man, or not?

There can be only one answer. He does most assuredly deserve the heartiest kind of co-operation that can be given him on the part of every central station man in the country.

Don't let it be a weak, half-hearted kind of co-operation. Don't for your own good name's sake, let it be the kind that was exemplified recently by a clerk whom one central station manager placed in charge of his exhibit at the pure food show. Among the miscellaneous collection of appliances and implements and fixtures shown was one of these same "1900" Electric Washers. It had attracted so much attention, and caused so many questions to be asked that Mr. Clerk got tired. Finally one woman, who was full of interest over the novel things she saw, gushed forth:

"And so this is the electric washer I've heard so much about, is it?"

"Yes, ma'am," says the clerk.

"And does it really wash the clothes by electricity?"

"Yes, ma'am."

"Well, tell me, does it get them clean, and don't it ever tear the delicate pieces?"

"Oh, I guess it does all they claim for it, all right, but the motor to run it with costs \$30."

The clerk had his wished-for chance to rest. Madam did not ask another question. One moment of open-eyed astonishment, and then she passed on—metamorphosed, by one touch of skilful laziness, from an enthusiastic prospect to a merely curious and disinterested observer of the other things displayed.

That is a fine example of the way not to co-operate!

The way to co-operate is to co-operate; do your whole part. Take off your coat, roll up your sleeves, and go to work in earnest with and for the man who has proved his willingness to work with and for you, and who has taken the initiative by spending \$1,200 in panic times to create a market for his appliances by advertising them to the general public, and by thus creating a market for the sale of electric current.

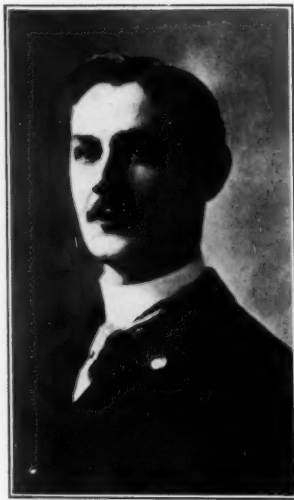


Free Trip to the National Convention

How a Lighting Company Can Send a Solicitor to the Next National Convention Without Expense to Itself. Last Year's Experience of the Brooklyn Edison Co.

THAT it will be of the greatest possible benefit to every lighting company in the country to send a representative of its commercial department to the next National Electric Light Association Convention at Chicago, will be admitted by all. Heretofore these conventions have been largely devoted to discussions of technical subjects and the presentation of papers and reports devoted to technicalities and public policy. But the experiment last year of setting aside a day solely for the presentation of commercial papers and for their discussion was so successful and the benefits accruing to the commercial men attending this session were so great that hereafter no company can hope to gain the fullest benefits offered by the National conventions unless it is represented by at least one member of its commercial department.

It requires some courage to put in a plea in favor of increased expenses at this time when we are but recovering from the effects of the recent financial depression. Managers and directorates of lighting companies throughout the country



C. H. Thurling

will scrutinize carefully any suggestion looking towards the increase of the convention expense account.

Nevertheless, the following plan is one which every company in the United States supporting more than three commercial representatives might well adopt with profit. It has already proven a success. It will prove a greater success this year.

IT is perhaps natural that the plan of holding a competition, the prize of which was a free trip to the National convention at Washington, last year, should have originated with the Brooklyn Edison Co. Mr. W. W. Freeman of that company was the Chairman of the Commercial Session and was vitally interested in having the largest possible attendance at his meetings. Further, he realized the large benefit to be gained by the successful solicitor in meeting and discussing with leaders in the central station commercial movement the best practice in getting and holding business.

The idea of the competition was well expressed in the following cir-

cular which was posted upon the bulletin-board of the Commercial Department and mailed to each of the thirteen contestants:

NOTICE

For the month of May, '07, there is a prize offered which consists of a trip to Washington to the National Electric Convention to be held June 4 to June 7, for the agent recording the greatest number of contracts during that month. In order that the agents may have an even chance, the handicaps given below will govern.

This opportunity is one which will undoubtedly be appreciated by all, and it prompts every agent mentioned below to exert himself to the full extent, that he may be present at the next National Convention.

	C. H. Thurling,	Scratch
1	8	
2	12	
3	12	
4	12	
5	12	
6	12	
7	20	
8	24	
9	24	
10	26	
11	26	
12	30	
13	30	

The names of the men appeared in this list, but for obvious reasons are omitted, with exception of Mr. Thurling, who starting "scratch" was the winner of the competition.

As can be readily imagined, this announcement created the greatest interest among the men. Had the competition been based solely upon the business secured, not more than two or three of the solicitors would have felt able to make any kind of a showing, but the liberal handicaps offered equalized whatever differences may have existed between the capacities of the men and the fertility of their several territories. All felt that the conditions of the race were just and that they were being fairly treated, and not a single man

but went to work with a firm determination to carry off the prize.

The month opened with a rush. Mr. C. H. Thurling, the scratch man, realized that he faced a tremendous handicap as it was necessary for him to bring in at least one contract more each working day than the last six men on the list. The "distance men" on the other hand realized their own advantage and were determined not to allow him or the other leaders to overtake them. So it was a real race from the start. Early and late, before and after hours, even, in some cases, on Sundays, the men followed their prospects. Not an available opportunity for business was overlooked, not a prospective customer of most unpromising appearance, neglected.

During the month the record of some of the more successful men leaked out and this so discouraged others that the race narrowed down to the first four.

The reports of the competition which were filed promptly on June 1st, showed the following results:

Competitor	Gross No. of of Con- tracts	Handicap	Actual No. of Contracts Secured
C. H. Thurling	99	0	99
2.....	78	8	70
3.....	77	12	65
4.....	70	12	58
5.....	41	12	29
6.....	27	12	15
7 Withd'n			
8.....	63	24	39
9.....	49	24	25
10.....	60	26	34
11.....	60	26	34
12.....	53	30	23
13.....	67	30	37

Total actual contracts secured.... 528

These results indicate in some measure the amount of effort put

forth by the various contestants to win the trip to the National convention and show in what high regard this trip was held by the solicitors of the Brooklyn Edison Company. The results, moreover, take account only of the new contracts signed for immediate connection by the individual solicitors in the list and do not include the large number of future orders signed nor the contracts voluntarily brought to the office by customers or secured by the Power Engineer or other special men not eligible to this competition.

Brooklyn Edison Company of Brooklyn
200 NASSAU STREET

CONTRACT DEPARTMENT

BROOKLYN, N. Y., June 1, 1907.

To Mr. C. H. Thurling,
District Agent.

Dear Sir:-

I have the pleasure of notifying you that you have won the Contest, prize of which is a trip to the Convention, at Washington, on June the 6th and 7th.

You will leave on Wednesday afternoon train. For further particulars regarding same see our Mr. J. L. Wiltse who will arrange for transportation, etc.

Allow me to congratulate you on the very fine showing you have made for the month of May, 1907.

Yours very truly,

Joseph E. Buckley
Regional Agent.

JTB/EEB

The Letter of Award

Perhaps the best way to indicate the extra profit to the Company is to give the total number of contracts secured in April and June and compare this with the work done in the competition. In April, which is considered one of the best months of the year by the Brooklyn Company, there were signed 878 con-

tracts of all sorts; in May, the month of the competition, 1020 contracts of all sorts; in June, 731 contracts of all sorts. An analysis of these figures shows some 492 contracts were brought in during May which did not count in the competition. It is reasonable to suppose that approximately an equal number would have been registered in the months of April and June, so that our real basis of comparison of these three months of the contracts which might be credited to these solicitors would be, April 386, May 528, June 239.

The central station manager who might consider such a competition as an unwarranted expense has only to examine these figures to see that the extra work of the men more than paid for the cost of the trip. The value of the increased business secured under this stimulus must have been many times this cost each month.

But there is another point at issue—the value of sending one of the solicitors to the National convention. This is no inconsiderable item. We send technical men to these conventions that they may learn the latest developments in the art and profit by the interchange of ideas. How much more valuable to a company is the interchange of commercial ideas and the learning of new ways and better ways of getting business and holding it. The day is past when we look only to the technical department for our profit. We have come to a time when the profits of the lighting industry depend upon selling a greater number of kilowatts for a great-

er number of hours each day. That is what your solicitor learns at the National convention.

This article is frankly a plea in favor of such competitions. They more than pay for themselves in immediate increase in cash receipts. And if such a competition resulted in not a single extra contract, the benefit of the convention to the

commercial man or solicitor is well worth all that it would cost to send him to Chicago. If it is impossible to send him out-of-hand, then follow the lead of the Brooklyn Company and make the man pay his own way.

But, however you arrange the expenses, do not fail to have a commercial man there.

Profitable Good-Fellowship

How Mr. F. H. Golding, Manager of the Rockford (Ill.) Electric Company is Cementing Business Friendships Which Means Profit to His Company

NOT so many years ago, F. H. Golding was a central station solicitor in Dayton. It is probable that he hustled around as every successful solicitor must hustle, pleading the cause of electricity in every shop, store and residence in his territory. But Golding had an advantage—the habit of working overtime. It is not on record that he was ever called upon to punch a time-clock, for he was generally on hand before the clock was wound in the morning and seldom left until after it had run down at night. When he was not actively soliciting, he had his nose between the covers of a book, giving a very exact imitation of a college boy trying to cram a six months' course into three days' time.

But Golding had still another advantage. He worked under F. M. Tait, known far and wide as one of the most enthusiastic, aggressive and tireless central station managers that ever inherited a run-down

property. Tait, it will be remembered, is the man who increased the business of the Dayton Lighting Co. at the rate of 600% in a single year.

It was only natural that a man of Golding's stamp and industry should have been marked for advancement. From solicitor he was made Contract Agent and then Assistant General Manager of the Dayton Lighting Company. His work in the latter position attracted such notice that he was taken by the Doherty interests for the position of manager of the Rockford Electric Company. Already he has justified their confidence. He has made good.

This little article sets forth one element of his success; that tactful faculty of enlisting the enthusiastic co-operation, not alone of the men under him, but also of his customers, the local contractors and newspapers and everyone else whose good-will is valuable. This art of cultivating public good-will is a

quite recent development in the central station field and Mr. Golding's methods are worthy of study.

The most notable incident of the good-fellowship campaign inaugurated since his appointment to the Rockford Electric Company, was a dinner given on February 20th to all of the allied electrical interests of this bustling Illinois town. The dinner was appropriately announced as the "First **Annual** Dinner." Electrical contractors, sign men, architects, newspaper men, the Commercial Department of the company and Mr. J. Robert Crouse, were among those entertained.

The Honorable J. S. Browne, Editor-in-Chief of the Rockford *Morning Star*, officiated as toastmaster and the principal speakers were:

Mr. J. Robert Crouse,
Mr. George D. Roper, President of Eclipse Stove Works,
Mr. E. E. Bartlett, Manager of the *Register-Gazette*,
Mr. F. E. Sterling, Editor-in-Chief, *Register-Gazette*,
Mr. D. S. Shureman, Architect,
Mr. F. E. Pendergast, Electrical Contractor.

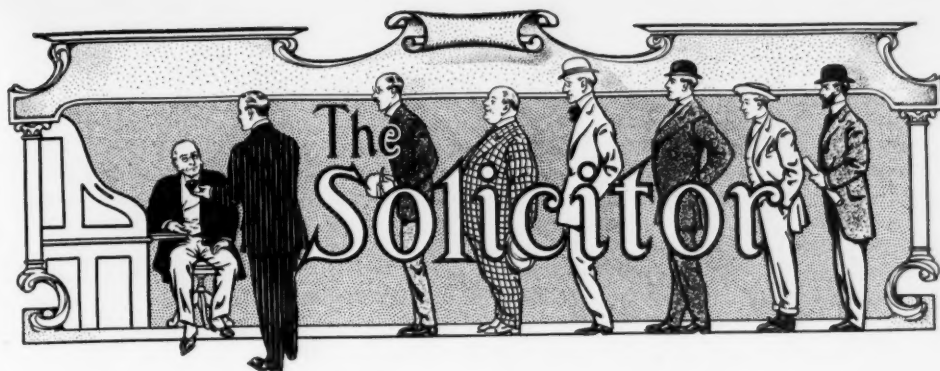
That the event was a thoroughgoing success is only natural, and the evidence of good-fellowship and thorough understanding between the various interests represented, was certainly ample justification for the event.

Every man present was interested in accomplishing exactly what the lighting company started out to accomplish, which was, and is, to "Boost for a Brighter, Bigger, Busier Rockford." The appeal made by Golding was not alone to

civic pride but to the selfish interests of every man present, for it was made evident from the expression of the various speakers, that the advancement of Rockford meant the advancement of every citizen; that all would profit by the upbuilding of the city in proportion to his own individual interests and that these interests could in nowise be so rapidly advanced as by contributing to the town's advancement as a whole.

Not the least advantage gained by the dinner, from the Electric Company's standpoint, was the including of the leading newspaper men of the city in this event. Newspapers are so generally considered the "knockers" of all public utilities that few men in Mr. Golding's position would have had the courage to include them in the list of guests. But it was exactly in this detail that Mr. Golding scored his greatest success, for he thoroughly won over all of the newspaper men to his point of view and the reports of the dinner which appeared in the various newspapers next day, attested the common sense of this move. They vied with each other in writing glowing accounts of the meeting and expressed themselves in such unmistakable terms of friendship as to preclude future attacks upon trivial grounds.

Mr. Golding is to be congratulated. Other lighting managers are recommended to study his methods. There is profit in this kind of good-fellowship.



Enthusiasm and Confidence

BY CHARLES W. LAMB
MILWAUKEE RAILWAY AND LIGHT COMPANY

AFTER all is said and done, the strength of a solicitor lies in his enthusiasm and confidence in himself and his cause. And the strength of a contract agent as a business getter lies in his ability to infuse those qualities into his outside force. Without these qualities no man has ever succeeded. Some crooks have made an apparent success of a skin game

—they had confidence in themselves, and a large amount of it—but their game has never been a lasting one because they could never have confidence in their cause. But the man who has given his enthusiasm and confidence to a good thing has been able to repeat again and again, with the old proposition or any of its varieties, and to make good each time.

There is no reason under the great electric light we call the sun,



Charles W. Lamb

why a man should not go forth in the name of electric development with enthusiasm radiating from him like sunshine on a June morning or lightning on a July night, nor why that enthusiasm should not be maintained as a three-phase, sixty cycle current of high amperage by the generators we call confidence. Can a man give his confidence to anything on

the top side of this glorious sphere with a better spirit and a cleaner heart than to the present good and future possibilities of electricity?

Electricity is probably the oldest force of the universe, though the latest to be controlled by man. And it is not unlikely that it has had more to do with the creation and history of the world than any other. We don't know what it is but we have scratched the surface a little

and learned a few things it will do. And no one who can see a few fractions beyond the end of his proboscis doubts its future. A few moments' thought on the past and present of electricity ought to give any man an enthusiasm for and a confidence in it that would be almost equivalent to his pulling himself up by his bootstraps.

In the first place the solicitor who starts his day's work with a "can't" comes mighty near starting with a "won't." When he does that he's all in. When he is ready to admit to himself that he can't, it rarely takes a turning down by his prospect to prove his humor—and inability. But when he goes after that same prospect with enthusiasm bubbling out of him like funny-water out of a freshly opened bottle, and has behind that enthusiasm a confidence in his goods and proposition equal to a 40 hp. motor, and a confidence in himself as great, it only means a little tact and judgment to hook on the new load. Even without the tact he often wins out, but it is always best to have it with you. No man ever surrenders without he first surrenders to himself. And if his confidence is right he never does that. This don't mean for your enthusiasm to be everlastingly running over the banks so as to be a nuisance, but to use your virtues virtuously, that is wisely; suiting your tactics to your fight. Like the greater engagements of love and war, each fight has its own local features that call for individual solution.

I know men who have been handed discouragements enough to fill a

lemon orchard, but they come in with a full list of contracts every week just the same. I know men who have been tied into all kinds of loops and knots by their own station, tied 'til they felt like a whole bunch of figures eight. But they brought in business—and took out commissions. They had their enthusiasm—and imparted it to their prospects.

Enthusiasm is a form of energy that is electric. Confidence is its prime mover. From the beginning it has been the strength of men. It was Franklin's enthusiasm that gave electricity its first start and the enthusiasm of men like Watt, Tesla, Marconi, Edison, Christiansen, Morse, Bell, Hewitt, Nernst and others has brought it to what we know it is. Nor is this true of electricity alone. Nothing has been created on this earth without the twin brothers, enthusiasm and confidence. You know this. The talking points in your proposition are something for you to determine and master. The general comparisons are easily and quickly learned. The economies are local questions having to do with your competition. But enthusiasm and confidence must spring from your being, must be a part of your nature, carefully cultivated and trained on such supports as tact and judgment.

The worst malady these virtues can know is knocking. And it's an easy one to get. One industrious knocker can demoralize an entire staff just as one drop of acid can spoil a good glass of water. Another fairly fatal ailment is the habit some managers have of humiliating

the men, and another is one we sometimes see, that of managers turning down their men with the cold and unexplained statement, "We can't," without saying why. These all hurt, and there are others you all know, all easily remedied if managers and men will work together. As to the knocker, nothing kills him so quickly as silence—give him a deaf ear and let him expend his misplaced energy on the ambient atmosphere—that's patient and non-affectable.

So cultivate your enthusiasm. Water it in the ever flowing stream of knowledge of your business and of the actualities and possibilities of electricity. Strengthen its flow by

opening the flood gates of co-operation and good fellowship, and keep the future of the good solicitor ever in sight. The successful solicitor is the coming manager and will get the rewards. And there are few things help a fellow like the sight of his signature across the back of bankable paper of increasing value. Success feeds on its own rewards and when your enthusiasm is properly nourished your confidence isn't many laps behind.

But if you find you can't get up enthusiasm—that you lack confidence—quit the business. Without them you are worse than a Canada caribo on the Yuma desert.



Concerning Arabs and Solicitors

Being a Few Hints Which Might Prove Handy to the New
Business Hustler

BY EARLE E. WHITEHORNE

AN Arab would make a good solicitor for a lighting company—at least he is a good object lesson to such solicitors. When an Arab comes home from a trip across the desert and finds that the enemy has laid waste his camp and carried off his wives, his children and the family Koran, Mr. Arab spreads his little prayer carpet and facing the East, kneels thereon



and says "Allah be praised! Tomorrow will be another day!" His fathers and forefathers having been subject to this sort of annoyance from time to time, he takes it as a matter of course that the worst should happen, knowing that with diligent care and honest pains new wives and children may be accumulated in due time and that new and cheap editions of the Koran are always to be had in any bookstall. He loses no time in lamentations; he thanks his God for the opportunities to come.

The moral of this introduction is that he never loses his nerve. If he can't toss a spear into the man who

steals his family Koran today, why, "tomorrow will be another day." If you, my friend, can't get your prospects home on the contract today, why, be rejoiced! for "tomorrow will be another day."

But *take notice!*

This gentle thought is not here expounded as a loop-hole to the procrastinator. Mohammed left no rule that our friend the Arab should not blister his hands sharpening up the spear for future opportunities, nor that the solicitor should not sit up nights and walk the floor planning his morrow's campaign.

For the man who neglects the opportunity to prepare himself for his work, be what it may, deserves the worst—and generally it is his.

Tomorrow is another day—sure.

Prepare for tomorrow.

Nobody dams a very large stream with one stone, neither does one set that stream on fire with one match, when it is dammed.

You cannot in these piping times of business depression sail in and convert a man in a minute without a miracle and the miracles we work with electricity are expensive.

When you tackle a prospect, bear in mind that he is using his present system of lighting or power because up to now he has considered it best, or because he has his money invested in it and can't see his way clear to throw it away.

Therefore you can't expect the first burst of eloquence to carry him off his feet, and bring his pen to the contract.

You can win with more regularity when you tell your story, let it soak in, and give your prospect a chance to become inquisitive. An inquisitive prospect will rediscover a great many old truths that you have already told him and be much pleased at his shrewd perspicuity.

But you must give him time. Don't force him. Tomorrow will be another day, and tomorrow you may land him—and he will be a better friend. But if he throws you down, why once again, "Allah, be praised! Tomorrow will be another day," and by looking this failure straight between the eyes and profiting thereby, the next day you will land your man.

There is another thing that is interesting as applying right here, and that is the matter of the personal equation.

You hear salesmen talk of "my trade," "my customer," "my busi-



ness friends." You hear them pompously indulge in statistics as to how many thousands of dollars worth of business they could carry with them if they left their present house. Interesting but untrue. The principal

reason a salesman holds his trade is because his goods are honest value, because his deliveries are prompt and according to promise and because the credit given is satisfactory. Those considerations will figure about 90%; and the other 10% is because the salesman is a good fellow and looks out for his customer, tipping him off for a raise in prices, holding him for a fall, seeing that he does not miss the bargains. The mere fact that Mr. Salesman is the Supreme Exalted Grand Bulbul of the Benevolent Order of the Happy Hand may get him inside the inner office, but it won't keep him there. Nor will a large department devoted to preserved pleasantness, or antiquated anecdotes. The secret of sales is the goods and their value.

You sell your goods, you land the contract, not because you are a good mixer—though that helps—but because you have a good proposition and can talk your proposition in dollars and cents. You get mighty little on a proposition that cannot be presented on a business basis. Stick to business and work with your head.

"Tomorrow never comes," they say, and this is true for the man who sits and idly waits for it. But tomorrow—when you prepare yourself for its problem—means new opportunity.

Don't lose your nerve because of today's discouragement. Remember the Arab, and—prepare.

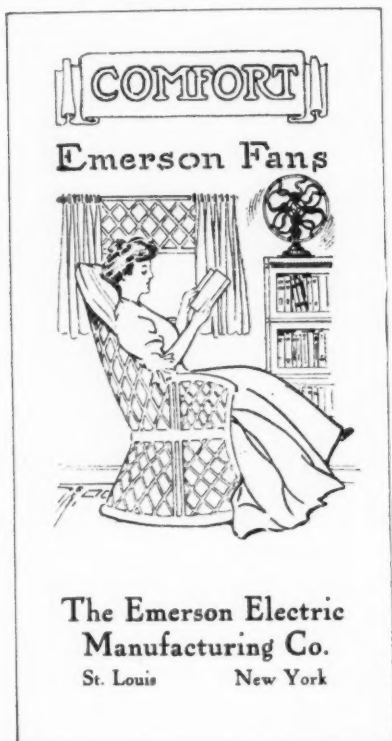
Products of the Press

A Review of the Latest Commercial Literature of Interest to Business Getters

Emerson Issues Attractive Fan Booklet

The cut below shows the cover of this year's Emerson fan booklet, which is notable for the illustrations of residence fans.

There is a big business to be worked up in residence fans. The thirty-day-trial idea, if carefully planned, should prove as



large a winner with fans as with flat-irons or any other household appliance. Steps have been taken in that direction in a number of lighting companies, but not to the extent possible.

High Class Central Station Advertising

To the Binghamton (N. Y.) Light, Heat and Power Company belongs credit for the publication of a very interesting piece of advertising. This Binghamton booklet is 6 inches by 9½ inches in size, 16 pages and cover, printed throughout in two colors. The text is an elementary presentation of the safety, convenience and economy of electric light and power. The illustrations

are most excellent photos of local residences, stores and factories.

We notice the growing tendency in booklets of this class to restrict the argument or illustrations, or both, to local issues. This is as it should be. While generalizations have their place, the strength of any advertisement lies largely in the advertiser's ability to bring his points home sharply to his readers. The use of local illustrations—factories, stores and residences with which the reader is familiar—is almost essential in view of the fact that the arguments as a whole are necessarily general in their nature.

Cutler-Hammer Booklet

"Lifting Magnets and Recent Improvements in Them" is the title of a little booklet just issued by the Cutler-Hammer Clutch Co. of Milwaukee, makers of lifting magnets and magnetic clutches. The subject matter of this booklet originally appeared in *Cassier's Magazine* for October, 1907, which is now out of print.

This little booklet which is printed in the form of a miniature magazine, traces briefly the development of the lifting magnet, illustrates the different kinds of magnets used for handling pig iron, metal plates and other classes of material and explains, by an easily understood analogy, how the magnetic "lines of force" support weights ranging from one to ten tons. Copies may be had free by addressing the Cutler-Hammer Co.

Information For Motor Users

A feature of the Crocker-Wheeler Bulletin No. 98 which should appeal to solicitors is the page devoted to "Information for Motor Users," giving a number of formulae for quick reference which no power man should neglect to have in his hand-book.

The bulletin is devoted to Crocker-Wheeler Form L motors and illustrates a number of applications to small machines.

Westinghouse Fan Catalog

The 1908 catalog of Westinghouse fan motors is among the most attractive offered this season. An advertising idea embodied in this publication which might well be used more generally is that of showing typical installations. Offices and store equipments of various kinds are pictured and serve as suggestions to the solicitor.

Geary of Fostoria to the Front

A budget of particularly well printed advertising comes from the Fostoria Incandescent Lamp Company, for whose destinies the genial H. H. Geary is responsible. There is a spirit of good nature in every piece—especially the one on "Hard Times"—which makes one take notice. While one might be inclined to take exception to the occasional gentle knock indulged in by the author of these ads, even this error is overcome by the good-natured way in which it is done. "Lamps and the Man" is well worth writing for; it contains some real information (scarce in lamp advertising!) with which the central station business getter should be familiar.

A Danger Signal

The M. O. Publishing Bureau issues a booklet on "Defunct Municipal Lighting Plants" which should prove valuable to anyone who has to fight the M. O. bug. The pamphlet is the work of Mr. Arthur Hastings Grant, whose reputation for verity is beyond cavil. The list of "dead ones" is made up alphabetically by towns and each failure is supported by quotations from statement of a local city official where such a statement is available.

In cases where the officials would not supply information, same was sought through a disinterested citizen.

In each case the exact facts seem to be set forth dispassionately and with the single purpose of publishing no more than the truth. It is a significant fact that such a publication, issued openly in favor of corporate interests, should appear so absolutely fair and just, while those favoring the municipal ownership idea are wont to resort to a variety of deception and misrepresentation in support of their socialistic ideal.

Haller Catalog Attractive

A recent catalog of the Haller Sign Works is particularly complete and attractive, showing a large number of standard sign letters, sectional units and special display signs manufactured by this company. The booklet contains everything in signs, from simple skeleton letters three lamps high, to the huge Oliver Plow sign with its thousand-and-odd lamps. There is, besides, a quantity of valuable data for the sign solicitor which should make the book a desirable addition to the library of any central station commercial department.

GETTING BUSINESS IN HARD TIMES**A Prominent New England Commercial Manager's View**

IT is naturally to be assumed that it is more difficult to secure business during a depression than in prosperous times and that, therefore, greater effort must be made during such a depression if we are to produce satisfactory results. I believe that the New Business Department should be strengthened during such times, and not weakened by curtailment of any kind.

Recently, in the campaign for new business, we have found manufacturers and merchants alike in a more receptive mood than previous to the financial crisis. The greater part of their time in prosperous seasons was given to production and not to scrutinizing operating costs, which costs were not then considered by them as so important a factor. In fact, the exact cost of production had been entirely overlooked by many concerns which just before the smash had been doing the largest business in their histories. But in the depression this condition changes: every dollar of expense is considered.

We have used the above argument with a number of our prospects and it has impressed them. The fact that our company was continuing the same conservative management, had not made curtailments of any kind, that it was continuing its staff of salesmen in the bid for business and augmenting the same by a display of electrical devices in the largest dry goods store in this city (and making it the best display yet given by the company) has also been an impressive object lesson.

We have strengthened our force and trained our men to be alive to the situation, and we believe as already predicted in a recent issue of one of a leading technical paper, that "the outlook of the New England central station industry for 1908 is bright."

News and Reviews

Items of Interest to Commercial Men

Underwriters' Annual Meeting

The 16th annual meeting of the Underwriters' National Electric Association will be called to order March 25th and 26th at the rooms of the New York Board of Fire Underwriters, 32 Nassau street, New York city.

A number of important matters are up for discussion, but, as their circular states, "It has always been the endeavor of our Electrical Committee to make only such changes in the code as are necessary by progress in the art or such as have been shown by some field experience to be necessary to safeguard against hazard, and we believe this course meets with the approval of the Electric Lighting and Contracting interests, as changes in the code, even if necessary, cause more or less confusion."

Mr. Carl Haller Moves

Mr. Carl Haller, the well-known electric sign manufacturer, has severed his connection with the firm bearing his name and is associated with the Atlantic Tool and Machine Co. of Chicago.

In his new position Mr. Haller will continue to devote at least a part of his time to work in the electrical lines, having just completed an electric sign-writer which will be erected in connection with one of the largest signs on State street, Chicago's "Great White Way." Other specialties will be taken up from time to time. One feature of the firm's work will be the development of new electrical and mechanical appliances and the marketing of the same.

It is certain that the good wishes of a large number of friends are with Mr. Haller in his new work.

Northwestern Convention Proceedings

The belated proceedings of the 15th Annual convention, Northwestern Electrical Association, is just at hand. These proceedings are well printed and stoutly bound, and contain some very valuable and interesting discussions as well as papers of more than usual merit.

Can I Afford Electric Light?

In the current issue of *Good Housekeeping* appears a short article under the above heading which should prove good ammunition

in the hands of the central station solicitor who is working up residence lighting business.

The writer of the article is evidently a layman who takes his own experience as basis of comparison between the two illuminants. He states that, in an eight-room house, with family of three, he found his gas consumption to be 2000 feet per month for twelve months, while the next year, also in an eight-room house and with the same family, his electric meter registered 20 kilowatt hours monthly. With this average consumption as a basis, he makes up two tables showing what his bills would be with various prices of gas and current, as shown below. It will be seen that he arrives at the accepted standard of comparison, namely, that gas at one dollar per thousand is just as expensive in practice as electricity at ten cents per kilowatt hour.

TABLE 1, GAS.

Price of Gas.	Monthly Bill.
\$0.30 per 1000	\$0.60
.40	.80
.50	1.00
.60	1.20
.75	1.50
.80	1.60
.90	1.80
1.00	2.00

TABLE 2, ELECTRICITY.

Price of Electricity.	Monthly Bill.
\$0.05 per Kwh.	\$1.00
	1.20
	1.60
	2.00
	2.40
	3.00
	4.00

Where rates permit the use of these tables of comparison as an argument, the article would make a strong piece of advertising in favor of electricity. It is generally agreed that this basis of consumption is approximately correct but the solicitor's statement of the fact is invariably discredited by those he solicits. To publish this article in fac-simile, would convince practically any housewife in America, as *Good Housekeeping* is classed among the most popular and influential of the home magazines.

Hustling Contractor Advertisers

"Incandescent Electric Lighting at One-half Cost of Gas" is the catch-line F. G. Blanchard uses to head a small circular on tungsten lamps. The folder is full of figures to back this statement as to cost. Blanchard offers to install tungstens on the free trial, money-back plan. This sort of spirit upon the part of a contractor is distinctly refreshing. Success to him!

No Loss of Business

One of the most encouraging signs of the times is that, while a very great many of the lighting companies are leading the calamity clamor, those which are in charge of aggressive commercial managers continue to hold their own.

The North Shore Electric Company operating a chain of plants in the outskirts of Chicago is a case in point.

Mr. J. D. Larned, Commercial Manager of this company, says: "We are getting our share of new business, and although we are not making a record at the present time we are not falling behind our previous records."

It is a pity that one hears so little of the men who are making good and so much of those who are failing to make good in the crisis.

Anti-Gas Argument By Booklover

The Glower, the house organ of the Nernst Lamp Co., carries in its issue of February a very interesting and quite unanswerable argument on the evil effects of gas upon book bindings. The article is an excerpt from "The Enemies of Books" by that most enthusiastic bibliophile, William Blades. As the *Glower* says, "Although more than a quarter of a century has elapsed since the book appeared, the observations of Blades are quite as important to the bookman today as they were the day they were written. Were the author alive to rewrite this chapter today, he would have no occasion to alter his remarks regarding the destructive qualities of gas."

Blades comments on electric light, especially the reference to the "humming fizz which accompanies the action of electricity" and "hot chalk falling on your bald head," are altogether amusing to us today. We quote a part of the extract:

"No one who loves his books should allow a single jet of gas in his library. Unfortunately I can speak from experience of the dire effect of gas in a confined space. Some years ago when placing the shelves around my library, I took the precaution of making two self-acting ventilators which communicated directly with the outer air just under the ceiling. For economy of space, I had a gasalier of three lights over the table. The effect was to cause great heat in the upper regions, and in the course of a year or two the leather valance, which hung from the window was just like a tinder, and in some parts actually fell to the ground by its own weight; while the backs of the books upon the top shelves perished and crumbled away when touched, being reduced to the consistency of Scotch snuff. This was, of course, due to

the gas fumes, which attack Russia quickest, while calf and Morocco suffer not quite so much. I remember having a book some years ago from the top shelf in the library of the London Institution, where gas is used and the whole of the back fell off in my hands, although the volume in other respects seemed quite uninjured. Thousands more were in a similar plight. It is much easier to decry gas than to find a remedy.

"The library illumination of the future promises to be the electric light. If only steady and moderate in price, it would be a great boon to public libraries, and perhaps the day is not far distant when it will replace gas, even in private houses. That will, indeed, be a day of jubilee to the literary laborer. The injury done by gas is so generally acknowledged by the heads of our national libraries, that it is strictly excluded from their domains.

"The electric light has been in use for some months in the reading room of the British Museum, and is a great boon to the readers. The light is not quite equally diffused, and you must choose particular positions, if you want to work happily. There is a great objection, too, in the humming fizz which accompanies the action of electricity. There is a still greater objection when small pieces of hot chalk fall on your bald head, an annoyance which has lately (1880) been entirely removed by placing a receptacle beneath each burner. You require also to become accustomed to the whiteness of the light before you can altogether forget it. But with all its faults it confers a great boon on students, enabling them not only to work three hours longer in winter time but restoring to them the use of foggy and dark days in which formerly no book-work at all could be pursued."

The Typewriter Lapsed

J. Robert Crouse was in New York a week or two ago to attend a meeting of the Committee on Commercial Program of the N. E. L. A. Among the mail which he received from home was the following from his secretary in Cleveland:—

Dear Mithter Crouthe:

Thith ith to advithe you that thith typewriter ith butthed, the letter eth having dithappeared.

It ith motht unthatithfactory to uthe a machine that lithpth ath thith one doeth. I hethitate to advithe you of thuch thmall annoyanceth, but it wath neceththary that I thend you the enclotthed correthpondence and you athked ethpecially to be advithed of all that tranthpired in the office in your abthence.

Yourth truly.

Successful Sign Man

The financial flurry does not seem to worry J. L. Russell, president, American Electric Sign Co. of Boston, Mass. He reports that since November he has been compelled to put on a night shift to take care of business.

Powerful Power Argument

The Philadelphia Electric Co. has been issuing for the past few months an extremely interesting series of booklets soliciting power business. As indicating the efficiency with which central station advertising can be done, these booklets are particularly notable. They do not generally run more than eight pages and cover, of which the first page only is devoted to direct arguments in favor of the service. The balance of the booklet is given over to photographs of installations and testimonial letters from satisfied power users.

A recent argument under the caption "Load Factor" is worthy of reproduction: "Actual experience has proven that the average load upon an engine is very much less than its maximum horse-power rating. The lower the load factor of a private plant installation, the lower the efficiency. As the load factor of a private plant decreases, the cost per useful kilowatt hour increases. In other words, when your factory is run-

ning at less than its full capacity, your costs per kilowatt hour, and, therefore, your costs per piece manufactured, are higher than they should be—or would be if you were only paying for the useful power. If you used our power service you would only pay for the power you needed, as shown by the meter. If your business decreased your bills would decrease, and if your business increased your cost per horse-power would decrease. In 'good' or 'bad' times Philadelphia Electric Power Service would save you money."

No Panic in Providence Company

The Narragansett Electric Lighting Company did not lose a great deal of sleep over the financial depression and there was absolutely no curtailment of expenses in the New Business Department. On the contrary, Mr. E. R. Davenport, Sales Agent of the Narragansett Electric Lighting Company, took the opportunity in January of holding quite an interesting exhibit in connection with a local Food Fair, which cost in the neighborhood of \$500.00. He also engaged at that time an additional solicitor.

These facts are doubly important when one considers that Providence was about as near to the storm center as any spot outside of Wall Street, which reflects more credit upon the Company management that it should have kept its head in such serious situation.

THE TAMED HOBGOBLIN.

IT is of record that when Governor Hughes of New York proposed his public service measures there was much consternation in the ranks of public utilities managers. Such measures, conceived in a less broad-minded way than that of Mr. Hughes, might well be expected to create disturbance, but as it happens, the Public Service Boards of New York State have not alone proven themselves of equal value to the corporations and to the public, but report of their value has gone abroad in the land, so that we find the very men who opposed these measures in the Empire State, clamoring for them elsewhere. It is another case of "Taming of the Hobgoblin." "State Control," the very name of which a year or two ago, caused public utilities directors to throw fits, is now the measure invoked for their protection.

A few months ago, a body of very important business men in Ohio, whose interests were closely, if not directly, wrapped up in the welfare of central stations of that state, resolved to use their influence towards the adoption of laws similar to the New York State laws, looking towards similar Public Service Commissions.

*Light as a Medium for Publicity**

From a Paper Read at a Meeting of the Publicity Club, by H. J. Gille

PUBLISHED FOR MINNEAPOLIS GENERAL ELECTRIC COMPANY

LIGHT as a medium for publicity broadly covers all forms of illumination; in fact, it is an essential element not only in business, but in the home. It not only adds to the comfort and convenience of mankind, but adds to the cheerfulness of life. It lends itself readily to artistic decorations, prolongs the day and at night is the center of attraction. Practically all forms of amusement at night are made possible only with light. Business at night could not be conducted without it, and our homes would lack cheerfulness without light after the day's work is done.

It took many centuries to enable man to surround himself with such a dazzling flood of artificial light as we have today. Still in the dim antiquity, as the book of Invention records, the Persians, Assyrians and Egyptians illuminated their temples, their palaces, their plazas and streets luxuriously. In Memphis, Babylon, Susa and Nineveh they are said to have hardly known the difference between day and night. Along the streets they placed rows of bronze and stone vases filled with as much as 100 pounds of oil, which burned a wick three inches in diameter. The

significance of this first acquaintance of man with fire and light for the development of higher civilization cannot be overestimated. It is reflected in the mythology and songs of all lands. Greek mythology elevates the fire builder to the "dispenser of light" in a spiritual sense, while the Romans worshiped Vesta as the Goddess of the Hearth and also the Sacrificial Fires, and in honor of the birth of light the eternal fire was guarded by the Vestal virgins.

It is a great leap from the hearth fire and the sacrificial fire to the incandescent electric light and the incandescent gas light. If such a long buried civilization of the distant East could develop such an artistic and dazzling brightness with the crude methods at their disposal, we should experience little difficulty with the present highly developed state of the art to produce illuminating effects that would be the marvels of the age.

Practically all forms of publicity are communicated to the brain through the sense of sight, which is made possible only by the use of light. It is therefore important that it must please the eye. In print this is accomplished to some extent by attractive designs, color effects, style of type, class of paper or catch lines, which is demonstrated by advertising matter in newspapers, maga-

*EDITORIAL NOTE—This paper represents a species of publicity which any manager or contract agent should study with care. The advertising industry is one in which millions of dollars are expended annually. Only a very small proportion of this sum, relatively speaking, is expended for electrical advertising. To impress upon the advertising fraternity the value of light as a medium for publicity is something which every man connected with the electrical industry should lend his best efforts to accomplish.

zines and circulars received through the daily mail, all of which shows that the object is to make a lasting and favorable impression upon the brain.

Light as a medium for publicity therefore occupies a very important position. It does not compete with other forms, but occupies a field of its own, at a time when other forms without it would be of no value. Its use is at a time when there is nothing to detract from it. It makes an indelible impression upon the brain and reaches the public mind in a way that no other form can. On the other hand it augments all forms.

The most striking evidence, perhaps, of its value as a means for publicity, is the enormous increase of its use by merchants of all kinds, in multitudinous forms, limited apparently only by the capacity of imagination in which light may be utilized in the great field of aggressive publicity. There is probably no other medium known that has such possibilities of development.

A brilliantly and artistically illuminated store presents a cheerful and inviting appearance which merchants have come to realize is a very important element to success in business, as it unconsciously extends a welcome and establishes confidence hardly possible in any other way; human instinct prompts people to go into well-lighted stores, to walk on well-lighted streets, and to visit well-lighted cities.

The most popular form of light for publicity is the show window. An attractive window display is, I think, generally regarded by mer-

chants as one of the best means of advertising, the efficiency of which is greatly increased by the proper use of light. Besides, a well-lighted show window is much more attractive by night than by day, as there is not so much to detract from it, the eye being naturally attracted by an illuminated object at night. There are many classes of goods that appear more striking and attractive under artificial light than by daylight. Besides, illuminated show windows add to the brilliancy and attractiveness of the street.

The value of the illuminated sign, as a striking means of publicity, is I think generally recognized, as it burns the name, business and location into the public mind. It is indeed the sign of the times; a symbol which represents the business idea so completely that its advent within the comparatively brief period of 10 years, has changed the appearance of cities. Besides being an advertising medium for merchants, it adds materially to the illumination of the business district, and gives the streets and the city a live appearance at night. This has been recognized by many municipalities to such an extent that no projecting sign is permitted that is not illuminated.

Window, sign and display lighting therefore contributes not only to the illumination of the city, but to the advertising of the city. I think it is generally conceded that a well-lighted city is a well-advertised city. Probably the best evidence of this is reports that we hear constantly from people who have

visited cities that have a uniform, ornamental system of street lighting in the retail business districts. A visitor's impression of the progressiveness of a city is to a large extent created by the illumination of its business districts, as artistic, uniform and brilliant street illumination makes a lasting impression that could not be produced in any other way.

The effectiveness of light as a means of publicity was brought out very forcibly at the Trans-Mississippi Exposition at Omaha, the Pan-American Exposition at Buffalo, and later at the World's Fair in St. Louis. Those who have seen any one or all of these great expositions, recall the spectacular lighting effects of outlined buildings, towers, fountains, etc., that were produced. The most striking effects of illumination produced were at the Buffalo Exposition when the lights were turned on slowly and out of the darkness came the most spectacular effects that have ever been produced in this

country, and I think there is no question but that it had much to do with the success of these great expositions.

A system of street illumination, such as is contemplated in the city of Minneapolis, in my opinion should be artistic as well by day as by night, not too spectacular, but dignified, useful as well as ornamental, and I feel that if the plan of the Publicity club is carried out in Minneapolis, it would be the beginning of a new era, as there can be no question but that this system would give Minneapolis the appearance of a live city at night, and with the present high efficient light units, the cost of maintaining such a system would be exceedingly low.

If therefore, the streets and show windows are artistically illuminated and the streets present a spectacular but dignified appearance, it will not only make a lasting impression upon the visitor but will fill the hearts of the residents with pride.—*Minneapolis Tribune, March 1, 1908.*

THE Minneapolis Tribune in reporting the first annual convention of the Minnesota Central Station Men's Association, comments at length upon the desire of that body to secure State regulation of electric rates. Similar reports are received from other localities. If such regulation is based upon sound principles and equal justice to the public and to the capital invested in public utilities, there seems to be no reason why it should not be of as great advantage to one party as to the other. It is a recognized principle that the public has a right to demand adequate service from enfranchised utilities. Utilities, on their part, should welcome any legislation which will protect them from local shake-downs or anti-corporation hysteria. This the public utilities laws of New York seem to accomplish with reasonable success.



An illustrated magazine of business-getting for Electric light central stations and electrical men generally. Devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

PUBLISHED MONTHLY BY FRANK B. RAE, JR.
Publication office: American Building, Brattleboro, Vt.
Editorial and Advertising Depts.
74 Cortlandt Street, New York City

Subscription price, One Dollar per year
Single Copies, Ten Cents

NOTICE.—Advertisements, Changes in Advertisements, and Reading Matter intended for any month's issue should reach this office not later than the fifteenth of the preceding month.

Entered as second-class matter, February 28, 1908, at the Postoffice at Brattleboro, Vermont, under Act of Congress of March 3, 1879.

Vol. 3 MARCH, 1908 No. 2

Getting Over the Panic

THE present issue of SELLING ELECTRICITY touches the low water mark. It is doubtful whether a more difficult undertaking exists than that of establishing a publication. Subscribers paying in advance for twelve issues ask a reasonable guarantee that they get the twelve, and that these will be worth the money. The advertiser who is asked to place his announcement demands even more sweeping guarantee that it will reach and be read by a sufficient number of purchasers to give him tangible return on his investment. Under the most favorable circumstances the mastering of such a problem is no child's play, and when, as in the case of SELLING ELECTRICITY, a financial depression occurs just at the turning point between profit and loss, the setback is bound to be considerable.

SELLING ELECTRICITY has touched the low water mark and from now on will rise. Next month sees an aggressive advance. Large advertisers are convinced that the commercial men in the central station field must be cultivated, educated. They are convinced that SELLING ELECTRICITY is the medium that reaches them.

And the commercial men, recovering from the shake-down of the panic have seen a great light. They realize the importance of their work; the necessity of constant improvement, of increased knowledge. They agree that SELLING ELECTRICITY is alone in covering the commercial department of the central station industry. So our subscriptions this month outnumbered, two to one, the largest previous month in the paper's history.

Lights Out

AS an example of what can be accomplished in the way of favorable publicity by a company intent upon maintaining close and cordial relationship with the public it serves, an experiment lasting one minute conducted by the Scranton Electric Company, is a valuable object lesson.

Although the Scranton Electric Company was taken hold of by the Doherty interests only a short time prior to the panic, the progress of the city in the matter of street and display illumination has been remarkable. From an ordinary decently-lit Pennsylvania town, Scranton has come to be the most brilliantly illuminated little city in

Pennsylvania — some say in the United States. This result has been achieved in the face of the depression which caused half the electric light companies in the country to abandon all new business endeavors and is calculated to give the lie to those pessimists who declared it to be a waste of money to make any effort at that time.

The publicity stunt "pulled off" by the Scranton Electric Company consisted in turning out all of the city lights, signs, window illumination, etc., for the space of a single minute from 8.30 to 8.31 on Saturday night, March 21st. Ample announcement had been made in the local press, so that the city was well prepared, but nobody, not even those connected with the Company, anticipated such wide-spread interest as the event aroused. Fifty thousand people were down town to see the darkness which fell.

The proof of any pudding is in the eating thereof and as a result of throwing a switch and leaving it off for sixty seconds, the Scranton Electric Company received a dozen columns of the most favorable and valuable publicity. The *Scranton Tribune* of Monday morning, contained on its front page a six-inch "ad" of the paper itself, based upon this event. There was a half-column news report entitled "Sixty Seconds of How It Used To Be," a paragraph in the editorial page and items reprinted from the editorial page of the Wilkes-Barre paper commenting upon the event.

When the lights go out in any other city from accident, the com-

pany is pretty sure to get publicity but not of this sort, as the following quotations from the several items mentioned above will make clear.

"You never know what you've got until it's gone. You didn't realize what light meant to this town until it was turned off Saturday night."

* * * * *

"And in distributing these thanks it is eminently proper to remember the Scranton Electric Company's enterprise and ability have made this thing possible. This company, in the few brief months of its present management, has practically metamorphosed Scranton in respect to its lighting facilities, changing it from an ordinary well-lighted city into actually the brightest constellation in the dome of American cities."

* * * * *

"Saturday night's practical demonstration of this great advance was the happy idea of Henry L. Doherty, who is president of the Scranton Electric Company. Its unquestionable success proves once more that Mr. Doherty is the prince of press agents, and the beauty of his methods is that he not only advertises his company but at the same time, and by the same reason, the city of Scranton gets one of the biggest boosts of its career."

* * * * *

"A clever idea of the Scranton Electric Company, one of those bursts of advertising genius by which we are enabled to realize in the most vivid manner what our progress in electric lighting means to the city."

* * * * *

"Scranton is undoubtedly one of the best lighted cities for its size in the country. A glance along Lackawanna Avenue and some of the contiguous streets in the evening indicates not only an up-to-date spirit on the part of the business men but also the fact that the light company has been decidedly generous in fixing rates."

* * * * *

"While the habit of the day is to denounce about everything that bears the name of a corporation, it is interesting to know that the Scranton Light Company is dealing so fairly with its patrons. Undoubtedly the company is making a profit and the city is being immensely benefitted."

* * * * *

"Of course a great many companies have no time for such foolishness in the way of publicity. It is considered undignified in certain quarters. But there is a direct connection between the number of signs and amount of display lighting on Lackawanna Avenue and this class of publicity."

Let Me Send You a List of Central Station Managers Who Have Found the "1900" Washer and Wringer a Business Getter



Ask any progressive Central Station Manager what to put in your Display Room and nine times out of ten he will head this list with the "1900" Washer and Wringer. The reason is plain to the man who knows; for the "1900" Motor Driven Washer and Wringer is the best household electrical appliance available. It is the most satisfactory, the most useful, the most used appliance. It isn't purchased to look at, but to use, and every time it is used it uses current. And you, Mr. Bright Manager, should be willing to work hard to introduce them in your territory.

But—you don't have to do any work to introduce them: we will do it for you. We will spend our money, distribute our own advertising, make our own sales, collect our own accounts. We will do all this and gladly if you will give us a chance.

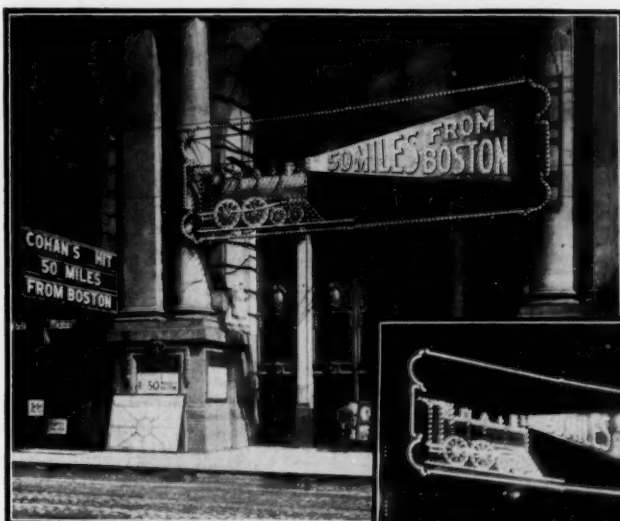
All we ask is a list of your responsible residence customers—the names of people who use electricity in their homes and to whom we can sell our machine. That's all—just the names. We will sell the machines; you will make money furnishing the current to run them.

And your customers will be satisfied. They will tell their neighbors how pleased they are with this great time- and labor-saver. They will sing the praises of Electricity. And that means more customers; more bills and higher bills. And all it costs you is an hour of your clerk's time making out the list. Will you do it? Will you let us sell the machines? Or, if you are still skeptical, will you let us send a list of other Central Station Managers who have found the "1900" Washer a business getter? Is it too much to gamble a postage stamp on the man who sold over 80 machines in Scranton, Pa? Write today for our complete proposition.

The "1900" Washer Company

BINGHAMTON, N. Y.

In writing to advertisers, mention "Selling Electricity."



***This
Electric
Sign was
Made in
3 Days***

—By the—
**FEDERAL
ELECTRIC
COMPANY
of CHICAGO**

The largest manufacturer of Electric Signs in the world. Facilities are unlimited for turning out large jobs and special designs—in addition to regular output of sectional type on central station free sign proposition. Write for particulars : : :

**FEDERAL
ELECTRIC CO.**

52 N. Desplaines St., Chicago

Eastern Agents:

FEDERAL SIGN SYSTEM (Electric)
317 W. 42nd St., 129 S. 10th Street,
New York Philadelphia

In writing to advertisers, mention "Selling Electricity."

PUBLICITY

Publicity is of two sorts--the kind that is harmful and the kind which helps. : : : : :

When a newspaper prints an article or news item attacking your company--that is harmful publicity. : :

If the attack is merited, it behooves you to get busy and correct the evil. If the attack is unmerited, it should be your immediate look-out to counteract it by submitting the facts (stated plainly, supported by evidence) to the same people who read the original indictment.

But when a newspaper prints an article or news item commending your company or setting forth the desirability or advantage of your service or any part thereof--such publicity is of incalculable advantage. : : : :

"Public opinion", so called, consists in what the public thinks on any subject. Public opinion is molded and influenced by the daily press, and everything which the press can be induced to print in favor of Electricity, or of your company, not alone counteracts the effects of previous attacks but renders future onslaughts less successful.

It is the business of the "Publicity League" to secure for its members Favorable Publicity. The means employed by the League in securing such Favorable Publicity are fair and above board. The fees charged to Member Companies are for "Service Rendered"--in other words, you pay only for what you receive. : : : : :

Let us send you an application blank. : : : :

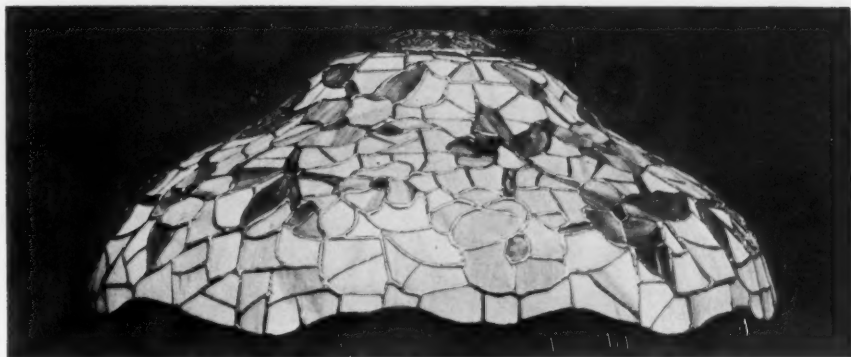
THE PUBLICITY LEAGUE

For Securing Favorable Publicity for Public Utilities Companies

5 BEEKMAN STREET

NEW YORK

In writing to advertisers, mention "Selling Electricity."



ANNOUNCEMENT



WE have pleasure in announcing to our many friends and the trade in general, we have moved our Art Glass shade samples to our new store at

No. 46 Park Place, New York

where our Geo. W. Bayley, President of the Company, will be happy to meet and personally look after the interests of our esteemed patrons and welcome them to inspect our many new designs and Art Glass lighting effects for the season 1908.

Largest line in City at 46 Park Place

Unique Art Glass and Metal Co.



Electric Irons Increase the Day Load

And become a source of profitable revenue if they are reliable. Otherwise you will have constant trouble and discourage your customers.

You can depend on Simplex Irons. Their construction is so simple and so perfect that they give uniformly good results, even in inexperienced hands.

SIMPLEX ELECTRIC HEATING CO.

CAMBRIDGE, MASS.

CHICAGO OFFICE: MONADNOCK BLOCK

ELECTRIC

SUPPLIES
TELEPHONES
NOVELTIES

Catalog of 200 Free. If its Electric we have it. Big Catalog 4c

OHIO ELECTRIC WORKS, Cleveland, Ohio

The World's Headquarters for Dynamos, Motors, Fans, Toys,
Batteries, Belts, Bells, Lamps, Books.

We Undersell All

Want Agents



No. 40

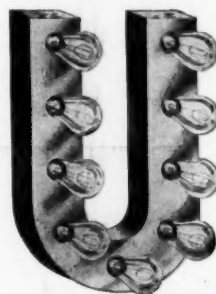
**Ward
Doublejoint
Portable**

McLeod, Ward & Co.

25 Thames Street,

New York City

**FILL OUT THE COUPON ON
THIRD PAGE OF COVER**



**Central Station Managers
and Contract Agents**

will do well to consider the future. When starting a sign campaign it is, perhaps, easier to place a number of cheap signs. They look as well as the higher priced ones when first received, but the good looks are not permanent. **Get the best!**

Haller Electric Signs are the best.

HALLER SIGN WORKS
(Inc.)

319-320 Clinton St., South, Chicago, Ills.

Arrangements have been completed whereby

The C. W. Lee Company

will publish at the next National Electric Light
Association Convention at Chicago, May 19
to 22, the second annual : : : :

Convention Daily

Issued with the endorsement of the Executive Com., N.E.L.A.

The Convention Daily of last year was one of the notable features of the Convention at Washington. This year's Daily will far overshadow the previous issue both in size and scope. It will be published in time for distribution before the opening of each of the four days' sessions. Each number will consist of 48 pages, with cover printed in several colors. Full reports of preceding day's events will be published, with official announcements, news items, abstracts of papers, etc. Our own special photographer will be on the ground. :: :: :: :: :: :: ::

MANUFACTURERS DESIRING TO BE REPRESENTED IN THE ADVERTISING PAGES OF THE CONVENTION DAILY SHOULD RESERVE SPACE AT ONCE TO SECURE THE MOST DESIRABLE LOCATIONS.

The C. W. Lee Company

WEST STREET BUILDING, NEW YORK



VENTILATING FANS

Mr. Central Station Man:

The weather will get warmer soon. You will go to your hat man and say, "I want a straw hat." Suppose he should tell you he had no straw hats but would order one from the factory. I guess you would think he had pretty poor business judgment. But wait a minute.

What are you doing about those ventilating fan outfits? There are lots of places where they can be used. You are not going to wait to order until your customer comes in, for he will kick, and you will miss out on a goodly number of K. W. hours. ORDER NOW. Now is the time. It is going to be hot soon. Be ready for it.

We offer favorable terms on Wagner Variable Speed Single Phase Ventilating Fan Outfits with Auto-Transformer Control. To be up to date you must keep a stock of these.

Write for Bulletin No. 76-M

Wagner Electric Mfg. Co.

ST. LOUIS, U. S. A.

I Doubled My Sign Business Last Month

While other sign companies are laying off men
I am now running my factory both night and day

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It's all due to my recent sign proposition to electric light companies.

Let me develop the sign business in your territory.

I know how to sell signs as well as to make them.

I will build up your night load for you.

Simply send me a list of your customers who ought to have electric signs.

No expense or trouble to you. I will sell them direct.
Address me personally.

J. L. RUSSELL
AMERICAN ELECTRIC SIGN CO.
41 High St., Boston, Mass.

Boston Renewed Lamps

Are Sold On Trial

Send at Once for Our
Trial Proposition

Boston
Incandescent Lamp Co.
Danvers, Mass.

In writing to advertisers, mention "Selling Electricity."



You can't always sell a Big Sign, but you can always sell some Kind of a Sign.

It's as unreasonable to try to sell a big electric sign to a small storekeeper as to sell a 50 hp. motor to the man who has only a 2 hp. load.

But if you sell signs as you sell motors—selecting the size according to the business—you can generally get the order.

Now, here is a small sign for a small merchant. It is a 3-lamp, interchangeable-face transparency. It will consume, on a flat-rate contract, $22\frac{1}{2}$ Kwh. per month. It costs you \$25.00 net, f.o.b. Newark, N. J. It is attractive, well made, thoroughly substantial.

There are ten merchants within two blocks of your office who will buy one of these signs to burn it 5 hours a night. It will take you a day to get these ten orders. The ten signs consume 225 Kwh. per month, 2700 Kwh. per year. Multiply that by your lighting rate and then answer this: Is it Worth a day's time to sell these ten signs? Write for Bulletin 121.

Electric Motor & Equipment Co., Newark, N. J.

**Some of the Largest Buildings in New York
are now Renewing their Contracts with us
for Germania Lamps for this year** 🍀 🍀



The Germania Reflector

☛ We refer to our regular line of Germania Incandescents. The greater part of our growing factory in Newark is devoted to the manufacture of the well-known Germania. It has again and again proved itself the lamp for service. It is the lamp that makes the renewal orders certain.
☛ We are the oldest Independent Lamp Company and maintain independent prices. This explains why we are able to make our lamps a little better in quality, a little lower in price. :: :: :: ::

**GERMANIA
ELECTRIC
LAMP CO.**

420 OGDEN St.
NEWARK,
NEW JERSEY
Agents Wanted

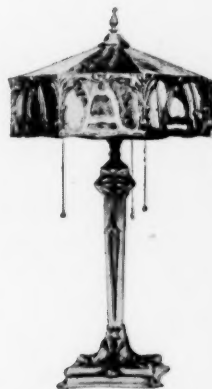
NOW IS THE TIME

You need Miller Portables in your Display Room

Join the long list of central stations who are selling lamps to their customers during this favorable season of the year. : : :



**Refined
Harmonious
Handsome
Creations**



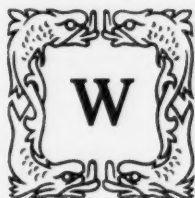
**Prices
to suit
all kinds
of customers**



**Get our
Catalogue
Send for it
today**

EDWARD MILLER & CO.
MERIDEN CONNECTICUT

ARE YOU LOOKING OUT FOR THE MAIN CHANCE?



WHAT kind of a success would electricity be, anyway, if it didn't sell—if it didn't have the men in the Central Station field to push it? ¶What kind of a success will you rate yourself if you don't get more customers for your company this year than you did last? ¶Take yourself and your profession more seriously. There's a big future for any man with brains and pluck in the electrical field who will study how to sell current. ¶Your main chance is to become a better business-getter. Let **Selling Electricity** help you get on in life. This magazine is the only central station publication devoted to the main chance—to the selling of more electricity. It is the only magazine where the best and most successful ideas for selling electric light, heat and power are printed every month from all over America. Every issue contains hundreds of ideas that will help you succeed in your field, in any field—help you earn more salary. ¶Send in your dollar to-day and take no more chances about letting any good ideas get by you. :: :: :: :: :: ::

TEAR OFF ON THIS LINE.

FRANK B. RAE, Jr.

Publisher

74 CORTLANDT ST., NEW YORK

Date.....

Gentlemen:—

Find pinned to this coupon one-dollar bill for which send me "Selling Electricity" for one year from date.

Signature

Address.....

City or Town.....

State.....

Company.....

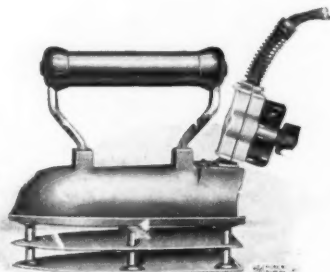
In writing to advertisers, mention "Selling Electricity."

General Electric Company

200,000

GE flatirons
in service
are making
light loads
heavier and
lessening the
ironing day
burdens

The simple construction, efficient design and unique shape of these irons makes introduction easy.



Their durability and reliable operation maintains its popularity and extends their use.

1649

New York Office
44 Broad St.

Principal Office:
Schenectady, N. Y.

Sales Offices in
all large cities

In writing to advertisers, mention "Selling Electricity."